

SALES PROCESS:

ICP, CVP AND MEETINGS WITH FOREIGN
CUSTOMERS

DARIUS MOCKEVIČIUS
FORIS CONSULTA



KONEGRANES®



Fastec



sopra  steria

ABSOLUT.®



ABB

COFELY
GDF SUEZ

SIEMENS

 permanent tsb
KEEP GOING 

Imtech

MasTec

SANDVIK

axfood

CSC

FORIS CONSULTA



30+ markets



30+ sectors



5000+ companies in
our network

TEAM



CONTENT

Tasks after the meeting

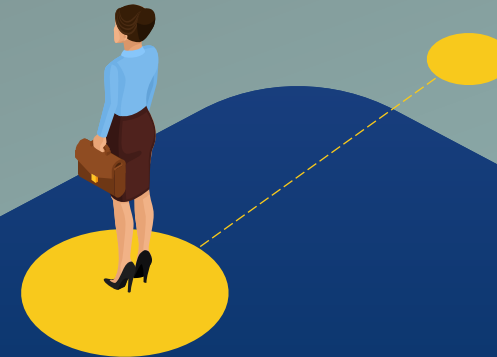
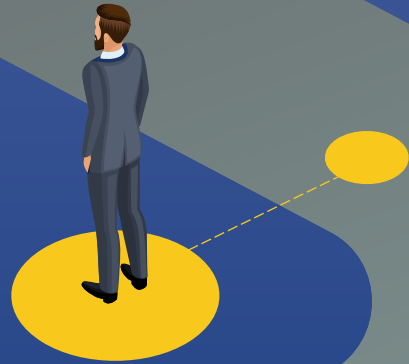
How to share homework and
not to be only one with to-do
list

Participation in the meeting

How to participate in the meeting?
Having fun is not your goal!

Preparation for the meeting

Not only tickets, bookings
and rentals



CORE ASSUMPTIONS



CORE ASSUMPTIONS

- ✓ Added value to your customer
- ✓ No place for manipulation – only honest actions
- ✓ Believing in yourself, your company and your product

IDEAL CUSTOMER PROFILE



IDEAL CUSTOMER PROFILE

ICP for B2C

- **Demographics:** location, gender, age, income
- **Experience:** education, career path/industry, jobs, travels
- **Behaviour:** likes/dislikes, decisions, habits
- **Preferences:** motivation, desire, value vs price
- **Life-styles:** hobbies, aspirations, ideals

ICP for B2B

- **Size:** number of employees
- **Revenue**
- **Geographic scope:** countries, regions
- **Type of business/industries**
- **Ideal contacts:** decision makers/influencers/internal champions
- **Budget:** distribution, preferences

CUSTOMER VALUE PROPOSITION

For *(insert your target customer – ICP)*

who is looking for/is challenged with *(insert their need/problem/opportunity)*

we have developed *(insert the solution)*

that helps/generates/creates/saves/improves *(list features)*

DOES IT WORTH
GOING TO
MEETINGS?

WHEN THE MEETING
COULD'VE BEEN AN EMAIL



A dark blue, irregular ink blot or splash shape is centered on a white background. The blot has a textured, painterly appearance with some lighter blue and white speckles around its edges. Inside the blot, the text "1. PREPARATION FOR THE MEETING" is written in a white, sans-serif font.

1. PREPARATION FOR THE MEETING

QUESTIONS TO YOURSELF

- Why does the client take the time to meet you?
- What insights will show your readiness? Attention to your customer!
- What are the client's strategic goals, opportunities and threats?
- What questions will you ask to deepen your understanding of your customer's situation and needs?
- What makes you exceptional? Please, not the price!!!
- How do you show what you do instead of talking about what makes your business great?
- What objections can the client raise / have? How will you manage them?
- What will be the next steps after the meeting?

WHEN IS THE MEETING READY FOR YOU?

Three Level Qualification:

1. Technical characteristics
2. Decision makers
3. Interest in cooperation

STRUCTURE OF THE MEETING



STRUCTURE OF THE MEETING

It is important to confirm before the meeting.

An example of an outgoing plan is:

1. Mutual presentations (40 min)
2. Questions and answers (20 min)
3. Discussion about RFQ (to be requested whenever possible) (20 min)
4. Agreeing on next steps (10 min)

A dark blue, irregular ink blot or splash shape is centered on a white background. The blot has a textured, painterly appearance with some lighter blue and white speckles around its edges. Overlaid on the center of the blot is the text "2. PARTICIPATION IN THE MEETING" in a white, sans-serif font.

2. PARTICIPATION IN THE MEETING

HOW SHOULD YOU FEEL AFTER A GOOD MEETING?



HOW SHOULD YOU FEEL AFTER A GOOD MEETING?



There is no worse meeting than the one after which you are in euphoria.

WHAT IS IMPORTANT AT THE MEETING?

✓ Meeting plan

✓ Listening vs. pitching

✓ Presentation

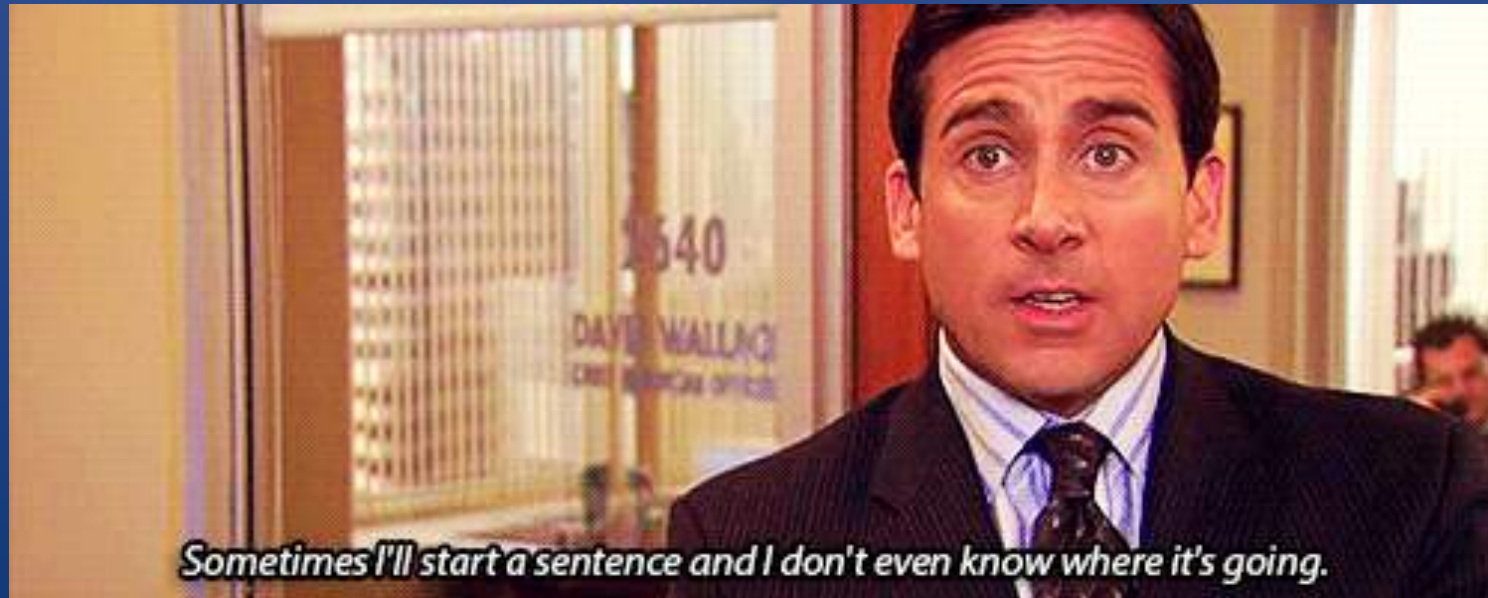
✓ Questions - the clarification of core needs, pains and priorities

✓ Follow-up steps

THE MEETING PLAN

1. Presentations by both parties
2. Confirmation and deepening of understanding of client's business and challenges
3. Possible solutions and expected results (RFQ analysis)
4. Customer Q&A
5. Agreeing on next steps

LISTENING VS. PITCHING



PRESENTATION

Short and clear presentation:

- ✓ Essential but brief information about the company (start-up, employees, size, location, etc.)
- ✓ Competencies, services, products
- ✓ References
- ✓ Success and failure stories
- ✓ The ideal customer and the customer you don't want

QUESTIONS

- SPIN
- CLASP
- CHAMP
- Ir t.t.

QUESTIONS (SPIN)

- Situation
- Problem
- Implication
- Need-Payoff

AGREEING ON NEXT STEPS



A dark blue, irregular ink splatter shape is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and grey. The text is centered within this shape.

3. STEPS AND CHALLENGES AFTER THE MEETING

NEXT STEPS

- Send a summary of the meeting and the next steps for both sides
- Wait for the approval of next steps
- Comply with what you agreed!
- Keep in mind the information gathered during the meeting (client needs, challenges, goals, etc.)

WHAT IF...



MAYBE IT WAS THE VERY 'GOOD' MEETING



No feedback is no feedback

- Still contact the person(s) in charge (via cellphone, office phone, company admin, leave a voice message, email, social networks like LinkedIn, etc.)
- Foresight for the future: During the meeting try to better understand the customer's needs, challenges, difficulties and evaluate whether these can be solved with your help.

THE BIGGEST MISTAKES IN THE MEETINGS



Bad arrangement of the meeting



Pitch, pitch, pitch and never listening



0 homework



Not preparing questions



Not understanding customer's real needs and challenges

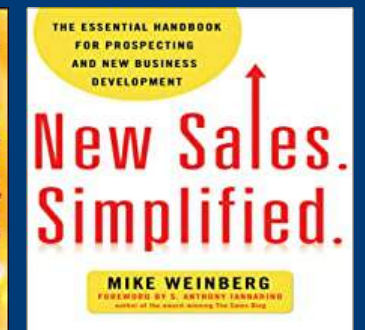
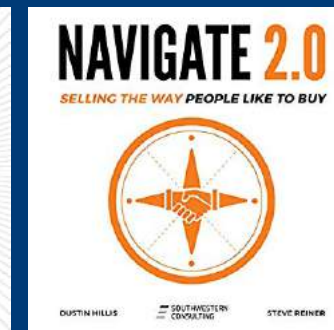
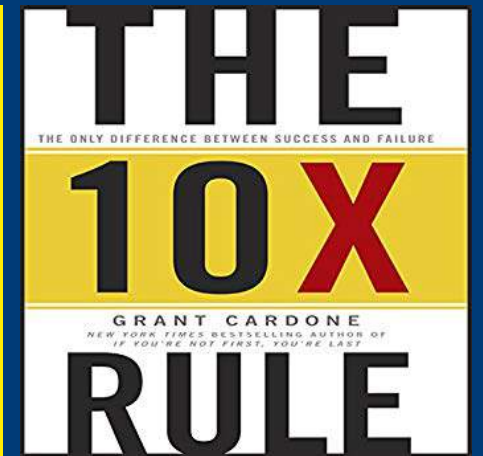
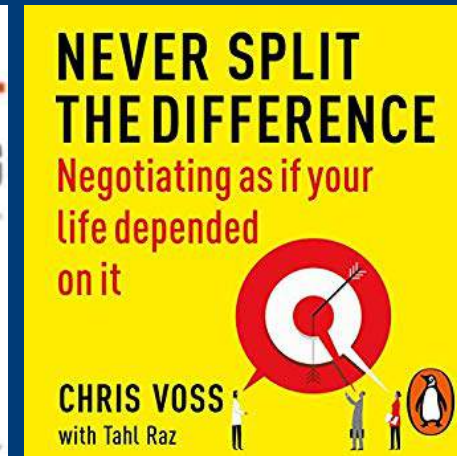
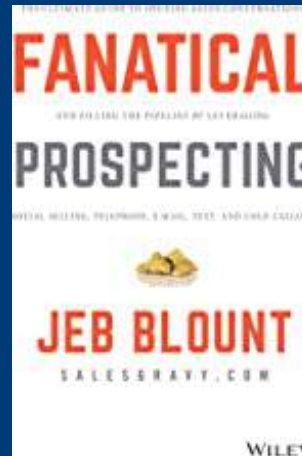
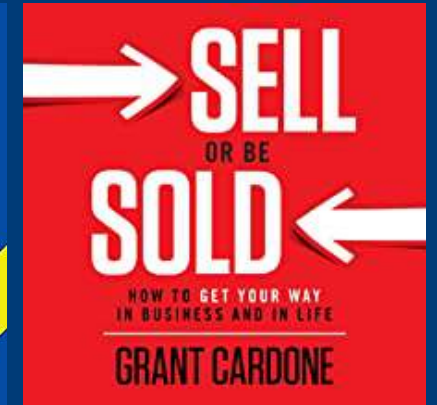
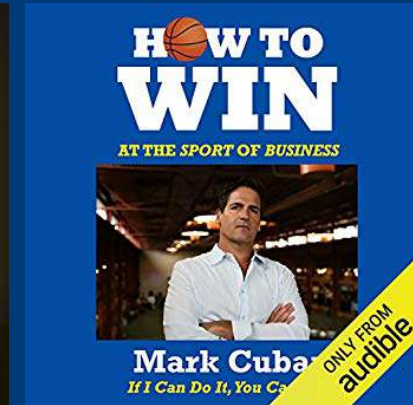
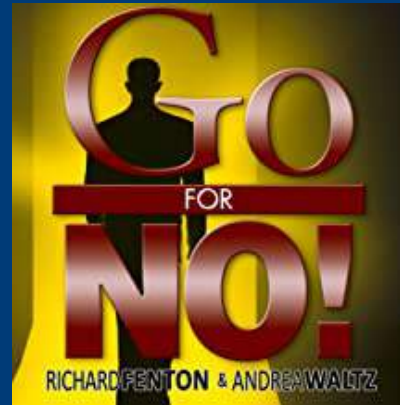


Not agreeing (confirming) on next steps

THE BIGGEST MISTAKES IN THE MEETINGS



START INVESTING IN YOURSELF





QUESTIONS?

Darius Mockevičius

+370 656 25 469

darius@foris.lt